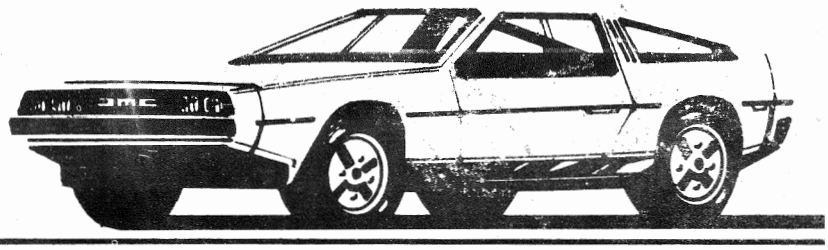
# THE DMC NEWS



DE LOREAN CLUB INTERNATIONAL

May/June 1982 Vol. II, No. 3

## Inside This Issue:


- Giorgetto Giugiaro - DeLorean Stylist: Part I
- DMC: Struggle to Survive
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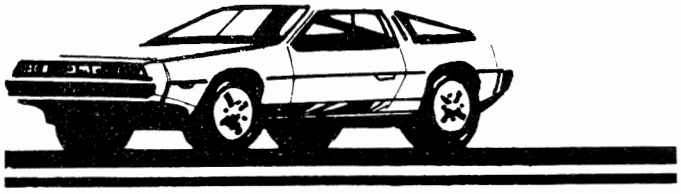


*DE LOREAN CLUB INTERNATIONAL*
*P.O. Box 23040*
*Seattle, Washington 98102-0340*
*U.S.A.*

Meet The DeLorean Designer:

# GIORGETTO GIUGIARO

*If the world owes a debt to the automotive dream-makers, men like John Z. DeLorean who grasp for stars, then equal praise should be reserved for the artisans who turn those dreams into driving splendor. From Ital Design, headquarters for Italian designer Giorgetto Giugiaro (Jor-jet-to Joo-jar-o), blueprints for models that range from the DeLorean coupe to the Volkswagen Rabbit consistently turns the automotive world on its ear by taking the aesthetics of the automobile seriously.*

*This is the first in a series of articles on designer Giugiaro -- a capsule look into his background, his work and his philosophy. Future issues will feature one of his designs, providing insights into their evolution. Some may be familiar production cars, while others are extinct concoctions of unrealized fantasy. Whatever their fate, they represent not only the masterful signature of a premier designer, but the future direction of an industry in transition.*

## PART I THE YOUNG DESIGNER

Given the gifts of the classic Mediterranean heritage, Giorgetto Giugiaro was to become a painter in the tradition of his father and his grandfather, both noted fresco painters in their times. From his birthplace in the northern province of Piedmont, Giugiaro went to study painting at the Accademia di Belle Arti in Turin at the tender, but promising, age of 12. He apprenticed with fashion designer and illustrator, Eugenio Colmo, and completed three years of formal training in technical design.

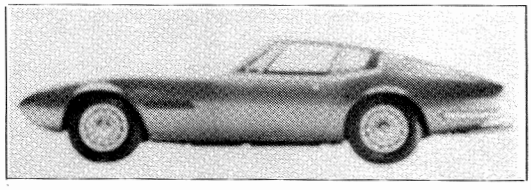
His first one-man show at the age of 17 was to attract attention from Dante Giacosa, then head of Fiat's central styling studio. Giugiaro's career took its first veer towards automotive design when the young man accepted Giacosa's offer to work at Fiat. He did so, however, because it would enable him to continue his studies as a painter.

Four years later, Giugiaro the stylist moved to the great house of Bertone. Nuccio Bertone immediately recognized the young man's capacity for originality and foresight, and gave him the encouragement to nurture that talent. It is there that Giugiaro seemingly accepted his destiny as the renaissance man of four-wheeled art.

His first effort for Bertone was the Alfa 2000 Sprint (U.S.-denoted 2600), which established his signature for design purity and handsome features. It was not, however, a market success, being too large, expensive and underpowered. The Ferrari 250 and the remarkable Alfa Giulia GT followed, and then a quick succession of important designs: Aston Martin DB4, BMW 3200, Maserati 5000, Ferrari Asa 1000, Simca 1000 coupe,

Iso Rivolta, Ferrari 250GT, Iso Grifo Coupe and Iso Grifo Bizzarrini. In the early 1960's, Giugiaro did some re-designing for the Corvair, fashioned the Alfa Romeo Canguro, and established recognition with the Fiat 850 Spider – considered to be one of the landmark designs in production vehicles. Giugiaro completed two more cars for Bertone, the Mazda 1500 and Fiat's Dino coupe, before moving over to Carrozzeria Ghia.

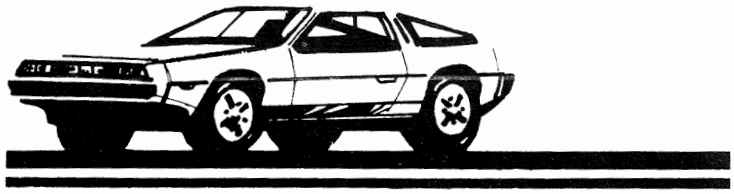
It was at Ghia that his reputation escalated. He became recognized as a forerunner of avant garde design with the DeTomaso 200 and Pampero, an Isuzu coupe, and the Fiat 850 Vanessa. But it was the Turin show of 1966 where Giugiaro blew the field wide open with two examples of what are generally considered by connoisseurs to be the most beautiful cars ever designed – the Maserati Ghibli and the De Tomaso Mangusta.



**Maserati Ghibli by Giugiaro, 1966**

This notoriety and his desire for his independent design house led him to establish Ital Design with Aldo Mantovani and Luciano Bosio. Over the next decade, Ital Design would produce a stunning succession of cars that established Giugiaro and his group as pre-eminent in their field.

*PART II:* The Early Designs



# PUBLISHER'S COMMENTS

DEALERS DESERVE SUPPORT

*DeLorean Club International has no connections -- financial or otherwise -- with any DeLorean dealer, nor with the DeLorean Motor Company. Our allegiance is strictly to our members. I also feel free to personally call it as I see it in this editorial column. Your views for or against my opinion will be welcomed and published in our* Letters *column.*

My many contacts with DeLorean dealers around the country convinces me that the vast majority of them are very concerned about the welfare of their individual customers. I would encourage you to return their support by going to your local dealer *first* for your parts and accessory needs and not just your warranty work.

I believe the dealers are doing their best under very tough circumstances, and in many cases they are taking *all* of the risk for reimbursement of warranty repairs on their own back. The dealer that I bought my car from quit the program, and when I approached another dealer about 'adopting' my car for warranty work, I expected a cold shoulder. Not so. They were very understanding and gave me good service. I returned the loyalty by giving them the regular service business on the car as well.

The time came, however, when they asked me to foot some of the load by paying in advance for the warranty work and trusting DMC to come through later with reimbursement. It was a candid offer made to me, and I accepted it. I was reimbursed by the dealer about a month later, after he was paid by DMC. Your decision in a matter like this is obviously in your own hands, but I would remind you to please be at least considerate, if not charitable, to your dealer. Not only is he sticking with you in the battle to preserve the future value of your car, but keep in mind your fellow members, who may become stranded and desperately need a dealer to service their car while traveling through your home town.

Let's work to try to preserve the broadest dealer base that we can, and let them know that we support them.

*Sincerely,*

THOMAS LEE WILSON

Publisher

Tom Wilson


The DMC News

*DELOREAN CLUB INTERNATIONAL*

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*Publisher and Editor*

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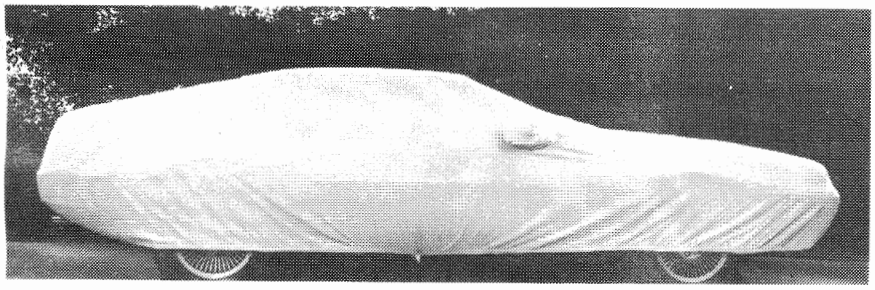
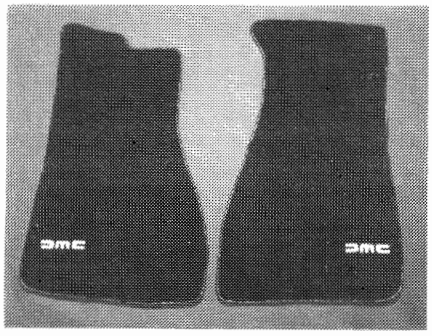
# ACCESSORIES



### DMC CUSTOM CAR COVER

Completely washable, water repellant and mildew resistant, the DMC custom car cover uses a wide elastic binding all around to insure a really snug fit. Made from a durable blend of polyester (65%) and cotton (35%) its reflective light tan coloring helps to lesson the chances of fading from prolonged exposure to sunlight and tends to resist heat buildup in the car. A tote bag with DeLorean identification is included.

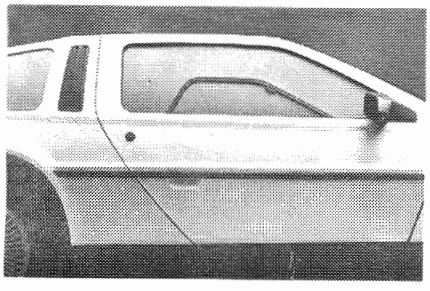
**Part No. A1000010**




### DMC CUSTOM PLUSH FLOOR MATS

Manufactured from 100% heat set black nylon with a latex backing, the DMC plush floor mats are tastefully monogrammed in white with the DMC logo. Trimmed with heavy duty, color coordinated vinyl binding. They provide a special "finishing touch" to the DeLorean interior that is as practical as it is stylish.

**Part No. A1000020**



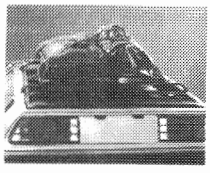
### DMC ACCENT SIDESTRIPES

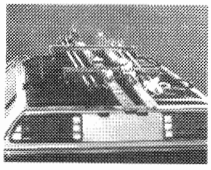
A. The wide black textured sidestripe, with its prominent display of the DMC logo, further enhances the dramatic flair of complimentary side trim for a more prestigious, luxurious overall appearance.

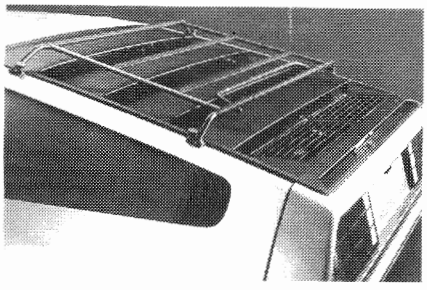
**Part No. A2000010**

B. The gray "Scotchcal" thinline sidestripe includes the DMC logo as an element of design and runs the full length of the automobile to complement the DeLorean styling with a subtle, yet distinctive statement of elegance.

**Part No. A2000020**







### DMC CUSTOM LUGGAGE RACK

Fashioned from rugged, tubular steel, the custom luggage rack is smartly finished in easy-care black enamel. A simple quick fastening device allows easy attachment or removal, and its unique, telescopic design provides for convenient space saving storage in front luggage compartment when not in use. All necessary hardware and luggage straps are included.

**Part No. A3000010**

### DMC LOCKABLE SKI ADAPTER

In a matter of minutes, the ski adapter can be easily installed directly onto the DMC luggage rack to safely carry two pairs of skis and poles without interfering with door operation. Flexible, rubber padding assures maximum equipment protection, and both racks can be locked for extra security.

**Part No. A3000011**

ACCESSORIES

# DMC RE$TRUCTURING

**Will the greatest auto manufacturing dream of the last half-century turn into a financial nightmare?**

*"As long as I can breathe, we are not going to fail."*
*– John Z. DeLorean, May, 1982*

If the DeLorean Motor Company built hang gliders instead of gull-wing sports cars they couldn't be involved in more cliff hangers than the current state of affairs. Since the Belfast plant went into receivership to the British government in February, the financially troubled company has been waiting for a multi-million dollar investor in a white suit of armour. In fact, several have been found – but not soon enough. Production finally came to a grinding halt on May 30th.

*Selling the Cars*

The first hope in a long series came with a proposed sale of 1,000 cars to Budget Rent-A-Car. The capital was necessary for DeLorean to put together a re-purchase plan for the British receivers. But the sale, which would have put the cars in 30 airports across the States, fell through because of DeLorean's unresolved financial debts.

A sale was clinched, however, to Consolidated – an Ohio-based liquidation firm. Approximately 1,200 cars at $12,000 each provided DMC with $13.7 million needed to defray a $19 million debt to Bank of America. A trust fund was also established to insure against the 43 outstanding claims filed by former California employees. (Among these was former chief of marketing operations in Irvine – C.R. Brown. The suit was eventually withdrawn.)

The sale of 200 cars to the Mideast provided revenue to keep the plant operating until the end of May, with $8.5 million interim financing from the U.K. – who had already pumped in $150 million since the plant opened in 1978. Limited production of 35-40 cars weekly continued. But less than 160 cars were delivered to U.S. dealers in April, with over 1,000 cars still in inventory on the West Coast. A total 4,000 gull wings still remained unsold, as sales lagged behind expectations in a failing economy.

*Finding Investors*

Belfast debts amounted to $88 million to trade creditors and $22 million to the U.K. for bank guarantees. Untold amounts on liabilities for warranty payments and royalties awaited the outcome of the investors pursuit.

DeLorean's real hope to regain control of the factory from the receivers hinged on the big-number saviors. One of these was New York real estate developer, Peter Kalikow. Negotiations between Kalikow and the British look promising enough with a $35 million ante. Negotiations eventually collapsed when the Brits complained about Kalikow's terms. In essence, he would have put all the chips into the U.S. marketing operation, in return for a majority equity position in the company – and the Belfast unit would have operated only under an unguaranteed contract.

DeLorean remained optimistic, however, with other unnamed California investors in the wings. In mid-May he delivered a letter of intent for re-purchase to the receivers, backed by a $30 million investment from a major California financial institution. Another $6-7 million was offered by a British investor.

But the British, it seemed, had waited long enough. Hours after DeLorean had announced to the press he had $37 million in potential investments, the British government ordered the closure of the plant. On May 30th, 1300 of the 1500 employees were laid off and production (minimal as it was since February) ceased.

*At Press Time*

Another new plan to regain control of the factory and resume production of 1983 models in September or October has begun to look solid. DeLorean's letter of intent, backed by $35 million from various sources, waited for signature from the receivers, who are checking on the documentation from U.S. banks. ═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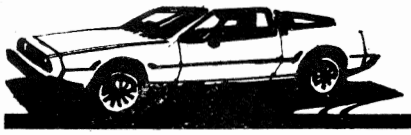


*D.C.I. Members receive one free classified ad per issue. Contact our office for non-member rates. Classifieds must be DeLorean-related.*

# CLASSIFIEDS

## CARS FOR SALE

'82 DE LOREANS:

Unusual gray interior, 500 mi. $23,000 or best offer. (303) 795-2380. Denver.

Automatic, 1500 mi., 18 mpg (in town). $24,000. Firm. Financing avail. Leased auto, executive driven. (412) 923-1650. Pittsburgh.

Loaded, immaculate. (305) 443-6822. Miami.

"Live your dream." 400 mi. $23,500. Might trade. (402) 896-1731. Omaha.

Lease-wise, 36 mo. $3,000 down, open end lease, your option to purchase. $536 per mo., plus tax and insurance. Contact Matt Matey, (313) 371-1743. Detroit.

'81 DE LOREANS:

Damaged, easily repaired. Asking $10,200. (516) 822-3154. New York.

7,000 mi., excellent cond., 5-speed, special striping package, leather interior K40. $22,000. Kevin Gamble, (318) 222-4441, or 797-3183.

New, first car sold in Chicago. 600 mi., 5-speed, mint. (312) 769-4100. Chicago.

5-speed, mint, one owner, low miles. Must sell. $17,900. (312) 433-4401, 9-6. Chicago.

5-speed, cassette, 20 mi. $18,750. (313) 548-8911. Chicago.

Like new, less than 1000 mi. Must sell. $16,500. (312) 266-2985. Chicago.

Never used, 5-speed, air, stereo cassette. Must sell. $18,750. (205) 883-7295. Atlanta.

Company demo, 5-speed, last black interior, 5000 mi. 5-year, 50,000 mi. warranty avail. $19,545. Spreen Leasing, Atlanta.

Front damaged, rebuildable. Open for bids, Mon.-Fri., 8:30-4:30. The Salvage Pool, 22835 Royalton, Strongsville, OH.

5-speed, under 2000 mi., just like new. $17,995. (213) 652-7020. Los Angeles.

5-speed, low mi., factory warranty. $17,000. (213) 455-1116, 454-9963. Los Angeles.

5-speed, black leather, serial no. 788 (228th production car). In excel. cond., under 4000 mi. $17,000. (503) 686-1756, eves. Eugene, OR.

Auto, stripes, less than 1000 mi. Better than brand new. Make offer. (313) 858-2415. Detroit.

Colonial Yellow! Black interior. (303) 530-0125. Boulder.

Like new, own a true collectible. (606) 377-2964. Los Angeles.

Only 8000 mi. $18,000. (213) 335-8433. Los Angeles.

Excellent condition, must sell, low miles. (714) 771-1317. Los Angeles.

2000 mi., loaded, immaculate, must sell. (404) 252-1846, days; 634-4481, eves. Atlanta.

Demo, 5-speed, black leather, 5,680 mi., 5-year/50,000 mi. warranty. $18,995 or lease 42 at $489.95. Call Steve Ayers, (404) 458-8601. Atlanta.

Jet black w/ grey leather. Two available. (714) 524-1200. Los Angeles.

Bright red w/ grey leather interior. (714) 524-1200. Los Angeles.

Black leather, 5-speed, private party. $20,450. (801) 649-8709; 649-4660, weekdays. Salt Lake City.

5-speed, black leather, 1700 mi. $20,000. (313) 569-6900, 9-5. Detroit.

5-speed, 2600 mi. Must sell -- best offer. (517) 631-7548. Lansing.

Factory official, auto, 5000 mi., full factory warranty. $17,995. (313) 353-1300. Detroit.

Flawless, 5500 mi., fully loaded, pampered. Must sell, will sacrifice. (805) 682-4165. Santa Barbara.

Like new, 6000 mi. (214) 245-8325. Dallas.

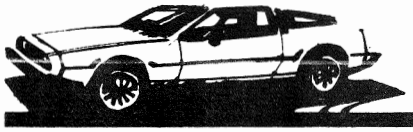
5-speed, perfect. $22,000. (303) 366-4149, 771-0509. Denver.

Auto, nearly new. $22,000 -- will deal. (303) 530-0125. Boulder.

Auto, 2500 mi., alarm system. 65,000 mi., 5-year warranty. Take over 48-mo. lease at $479/mo. for $5,000. 43 payments left, very low buy-back. (212) 738-7616. New York.

Brand new, avail. today, 5-speed. Everything. $19,495. (201) 939-7723. New York.

*– Classifieds continued on page 6 –*



# CLASSIFIEDS

*CONTINUED from page 5*

'81 DELOREANS:

As new, low mi., auto, all goodies, sacrifice, save thousands. $18,750. (213) 946-6581. Los Angeles.

Late model. Emergency sale. $21,000. (707) 894-3189. San Francisco area.

Auto, 6500 mi., all factory extras, like new. $17,500. Contact Mike Kahn, (800) 821-2164. Dallas.

Mint condition, 28,000 mi. Collector's car. $22,000. (412) 547-2470. Pittsburgh.

Serial no. 99. Will trade for Mercedes 380SL or 450SL. Call Mark at (312) 655-2241. Chicago.

5-speed, low serial no. $18,000. Valerie, (213) 550-1626. Los Angeles.

UNSPECIFIED

DELOREANS Like new, under 200 mi., one 5-speed and one auto. Immediate delivery. Asking $16,500 each. (212) 734-1752. New York.

DELOREAN LOOK-ALIKE '76 Lancia Scorpion. Excel. cond., ice-blue, many extras. $10,500 or offer. (202) 256-5704. Washington DC.

DELOREANS Auto, 5-speed, must sell. $18,800 or best offer. (313) 882-4887. Detroit.

DELOREAN Less than 200 mi., exceptional SS finish, loaded, 5-speed. Serious buyers, please. $18,000. Bob, (612) 489-6467, 533-2211. Minneapolis.

DELOREAN Current classic, bound to appreciate, 5-speed, sheepskins, cover, like new, 2900 mi. Asking $25,750, consider trade. (515) 961-5315, 961-5185. Des Moines.

DELOREAN New, own a true collectible. M. Hall, (606) 377-2964. Bevunsville, KY.

DELOREAN Classic, grey interior, 5-speed, loaded, 900 mi. $26,000 or offer. (515) 287-4779, 445-5329. Des Moines.

DELOREAN Serial no. 1760, before production changes. Fuel filler door, windshield antenna, backlighted dash and silver wheels, one of only 1000, black leather int., 5-speed, alarm system, immaculate, 2600 mi., delivery possible. $20,000. (305) 859-7123, wkdys; 876-4336, after 5 pm & wknds. FL.

DELOREAN New, 5-speed, grey leather int., pwr windows & doors, tilt wheel, AM-FM dolby cass., mags, steel radials, 12-mo. warranty. Sacrifice at $19,250, cash. Mr. King, (214) 352-2401. Dallas.

## Tech Topic 102

### OIL FILTER INTERCHANGE

Most Application Charts for common car parts do not as yet show a category for DeLorean. This makes it hard to find the right part number for your car. If you know the cross-reference numbers to the various brands, then you have a better chance to find it in stock.

We will be developing a catalog of this kind of helpful information for the members on a variety of parts.

Since the most needed item on all cars is your oil filter, let's start there.

The following part numbers should fit your car equally well:

| *Brand* | *Part Number* |
|---|---|
| FRAM | PH-16 |
| PUROLATOR | PER-17 |
| AC | PF-13 |
| FOMOCO | C6JZ-6714-A |
| GM | 5579164 |
| WIX | 15 |

Remember, if you do it yourself, always replace the filter each time you change the oil. Clean oil in your engine is like clean blood in your body.

— *Tom Wilson*

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*DE LOREAN CLUB INTERNATIONAL*

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☐ *Visa or* ☐ *Mastercard* Number _____ Expires _____

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| **Car 2** | | | |
| **Car 3** | | | |